

# *more on the effects of media*



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# *The laws of media*

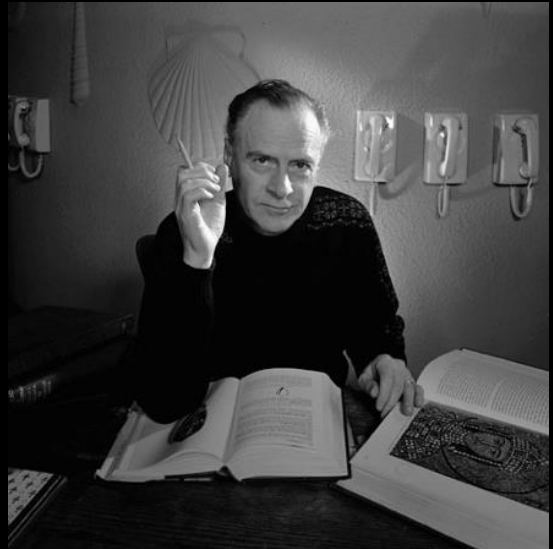
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→ Every medium, every technology, every human artifact

1. enhances some human function,
2. obsolesces a previous way of achieving that function,
3. retrieves something from the past that was obsolesced earlier and
4. when pushed to the limits of its potential reverses or flips into an opposite or complementary form (McLuhan 1975 & 1977, McLuhan M. & E. 1988)

→ Marshall McLuhan's General Theory of Media (GToM), His Laws of Media; Comparing Three Kinds of Law

→ Robert K. Logan



# *An example*

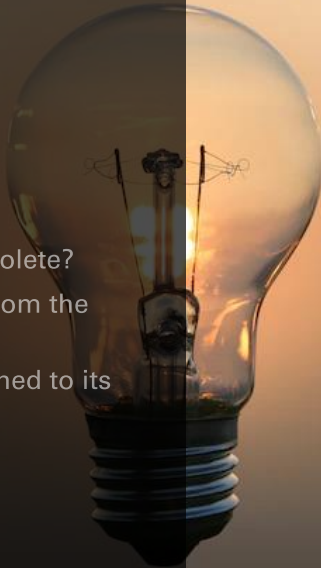
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The smartphone enhances the accessibility and convenience of the medium internet, which also accelerates the speed of real-time communication. Concerning obsolescence, the smartphone pushes feature mobile phones aside as well as decreasing the use of personal computers and home printers. The smartphone retrieves the use of cameras and (e-)books, reviving the linear focus on the medium. When pushed to its extremes, the smartphone transforms into a new form reversing its original characteristics, with imaginable evolvments being devices of Augmented Reality, (e.g. GoogleGlass), that might render its users oblivious to their surrounding environment and thus actually restricting human interaction instead of facilitating communication.

**What Would  
McLuhan Say  
about the  
Smartphone?  
Applying  
McLuhan's  
Tetrad to the  
Smartphone**

**[https://glocality.  
eu/articles/10.53  
34/glo.9](https://glocality.eu/articles/10.5334/glo.9)**

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- what does this enhance?
  - what does this make obsolete?
  - what does this retrieve from the past?
  - what happens when pushed to its limits?



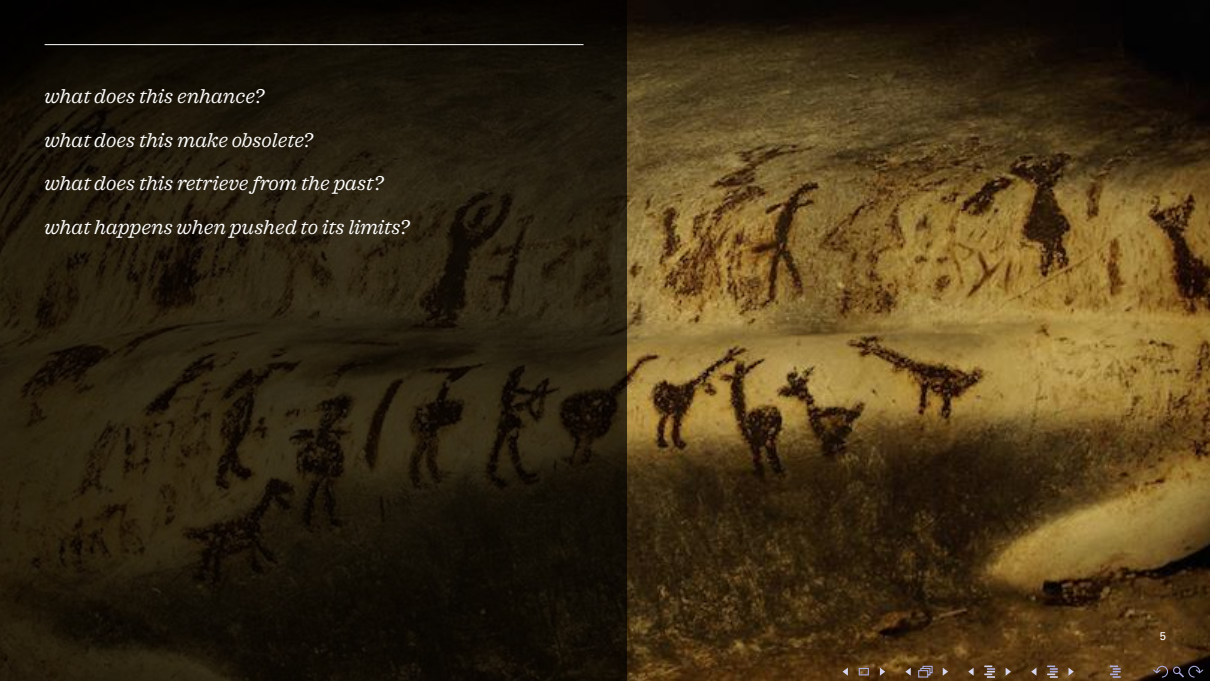
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*what does this enhance?*

*what does this make obsolete?*

*what does this retrieve from the past?*

*what happens when pushed to its limits?*



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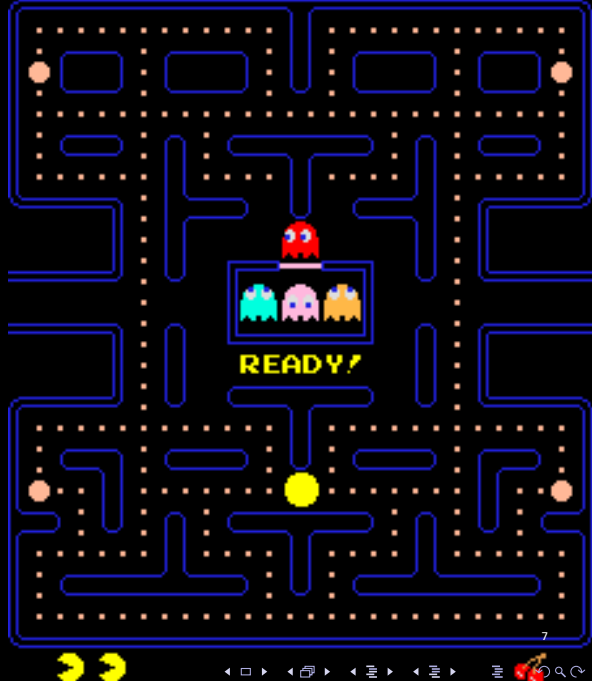
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*what happens when pushed to its limits?*

## FISHERMAN



Salmon, Zucchini,  
Sweet Potato

27<sub>g</sub>

51<sub>g</sub>

12<sub>g</sub>

430



## CUBAN



Chicken, Mix Beans,  
Basmati Rice

27<sub>g</sub>

75<sub>g</sub>

15<sub>g</sub>

387