**Code and Poetry: Medium and Message 9-29-14**

* Two seminal and different communication models: separation between medium and message, or the medium is the message.
  + Trying to find a middle alternative between the models
    - The structure of the communicative act
      * Communicative acts can be quite simple – whispering, the medium is the air – doesn’t have to be too complicated
        + Once the whisper is released it dissolves into entropy
        + So we do things to preserve that message – try to inscribe it into something more permanent than air, building a bulwark against contingent forces of the universe
        + What happens between vocalizing and writing? Changed the medium and the mode (vibrating air to chiseling stone)
        + When listening to a concert, it’s a particular attunement that prepares us to listen to the music, by changing modalities you say none of that applies anymore – attune listener to a different mode of comprehension
        + Medium, mode, message
    - Transmit message from A -> B
    - Filling up communication channel with specific modalities (BUS, HTML, TCP/IP) – multimodality of digital media (compared to air or whatever other medium)
* Why care about structure of communicative acts?
  + Who are you communicating with?
    - Normally, we think other people, but in Beckett he’s communicating with himself.
    - Trying to deposit ourselves in material substrata in order to stave off the encroachment of entropy and chaos in the world
      * Communication is always directed towards a currently nonexistent future
      * The mystery of consciousness is the continuity of consciousness
      * We build ourselves a platform (making a to-do list, writing an email, etc) to provide continuity
        + Sartre – a sad man is sitting in a restaurant, a cheerful friend comes to visit, sad man pretends to be happy for a while, but says in the future he will go back to being sad and does that when friend goes away

Make appointments/contracts with/for our future selves

Ensuring the integrity of self – building platform to ensure continuity of your existence

* + - * + Entropy (Shannon) is the free choices you’re able to make in communicative act

Entropy is availability of choices, but in the middle of essay he says entropy is also the noise

Entropy means chaos – problem for Shannon’s essay

Pages 15-19

Entropy is something we can’t predict – the amount of chaos in your message

Good entropy and bad entropy (19)

* + - * + Institutions are concerned with preserving a sense of unity – do this by constantly inscribing into a material substrata (a less controversial claim)

Has to go beyond the verbal contract

* + - * + Through technology, the human discovers the human (Heidegger) – talking to others and to yourself, rebuilding yourself (materially)
      * McLuhan: media is the extension of man
        + Hoarding – viewing everything as an extension of self
        + Extension in various forms of archives – up to you to decide what shape (how many/which extensions) you’ll take

Your shape is who you are materially – that’s why you should care

How you archive images of your family, etc.

* + - * Krapp explores an archive – continually tries to deposit himself further – has to preserve what he says, or he knows it will be lost
      * Transhumanism – through the extensions we’ll change the shape of humanity
        + *Delete: The Importance of Forgetting* – all these things that extend man have the potential to enslave man – perhaps we’re building the architectures of tyranny

need to have space where we can say something that is forgotten/not permanent, or else we’ll be afraid to say controversial/stupid things – we should be able to control the shape of our archive, what is included and what isn’t

* + - * + Or are we freeing ourselves from the material confines of our body? Trying to forever enshrine your consciousness, be immortal in a way

More reasonable: just try to have more control over the shape of these extensions (not focused on immortality)

* + - * + We don’t always want to be in charge of self-authoring archiving mechanisms, but a greater effort should be made to take charge.